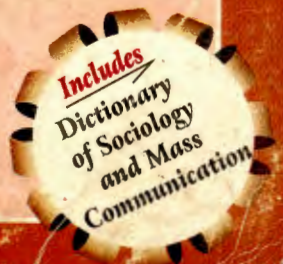


Current Issues In Sociology of Mass Communication



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Foreword

This book has been written to look at *Current Issues in Sociology of Mass Communication*. Knowledge is the vehicle that the human society rides on for advancement and growth. But knowledge can only become relevant and progressive when it meets the dynamic needs of the human society. In other words, *Current Issues in Sociology of Mass Communication* addresses fundamental issues in Mass communication using a historical and comparative methodology birthed in the womb of sociological analysis, which delivers to its readers refreshing insights into the concept.

This book has gone further to make issues discussed understandable as it has deliberately adopted a unique approach which is designed to assist students in understanding difficult terms and concepts, and sheds more light on the meaning of acronyms used.

Furthermore, as a way of increasing the vocabulary of students of Sociology and Mass Communication, the authors have deliberately included two glossaries on Sociology and Mass Communication and Media, to expose students to terminologies and language tools that will help them not only in grasping the nitty-gritty of their disciplines, but also enable them express themselves using a language medium characteristic of their disciplines.

In all, issues treated are current, thought-provoking, insightful, academic and commendable.

This book therefore will be a worthy text for all students of Sociology and Mass Communication, as they strive to distinguish themselves in two great disciplines that society needs to understand itself, express and articulate its dynamism and advance itself continually.

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September, 2004

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May God enrich you all!

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We love you!

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God bless you!

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Chapter 1

DEFINING SOCIOLOGY AND MASS COMMUNICATION

Introduction

In the ages past, human beings have taken active interest in their societies. They have tried to understand the various structures and functions of the society as evidenced in the early writings of Plato, Aristotle and others.

Such quest of man continued until August Comte (1798-1857) coined the term 'Sociology,' the seed which was nurtured by Herbert Spencer, Emile Durkheim and other early and modern writers like Ferdinand Toennies (Ferdinand Tönnies) - Georg Simmel, Max Weber, Albion Woodbury Small, Charles Horton Cooley, Pitirim Sorokin, Robert E. Park, Karl Mannheim, Talcott Parsons, Robert K. Merton, Peter Blau, Reinhard Bendix, Norbert Elias, John Rex, David Lockwood, Erving Goffman, Harold Garfinkel, and Anthony Giddens. (Karl Marx would not have called himself a sociologist, but his thought has had an immense impact on sociological theory.)

Therefore, Sociology as a discipline emerged in the 19th century as an academic response to the challenge of modernity; as the world is becoming smaller and more integrated, people's experience of the world is increasingly atomized and dispersed. Sociologists hoped